M·G·M BACK ON TOP IN '58!

PRESS BOOK

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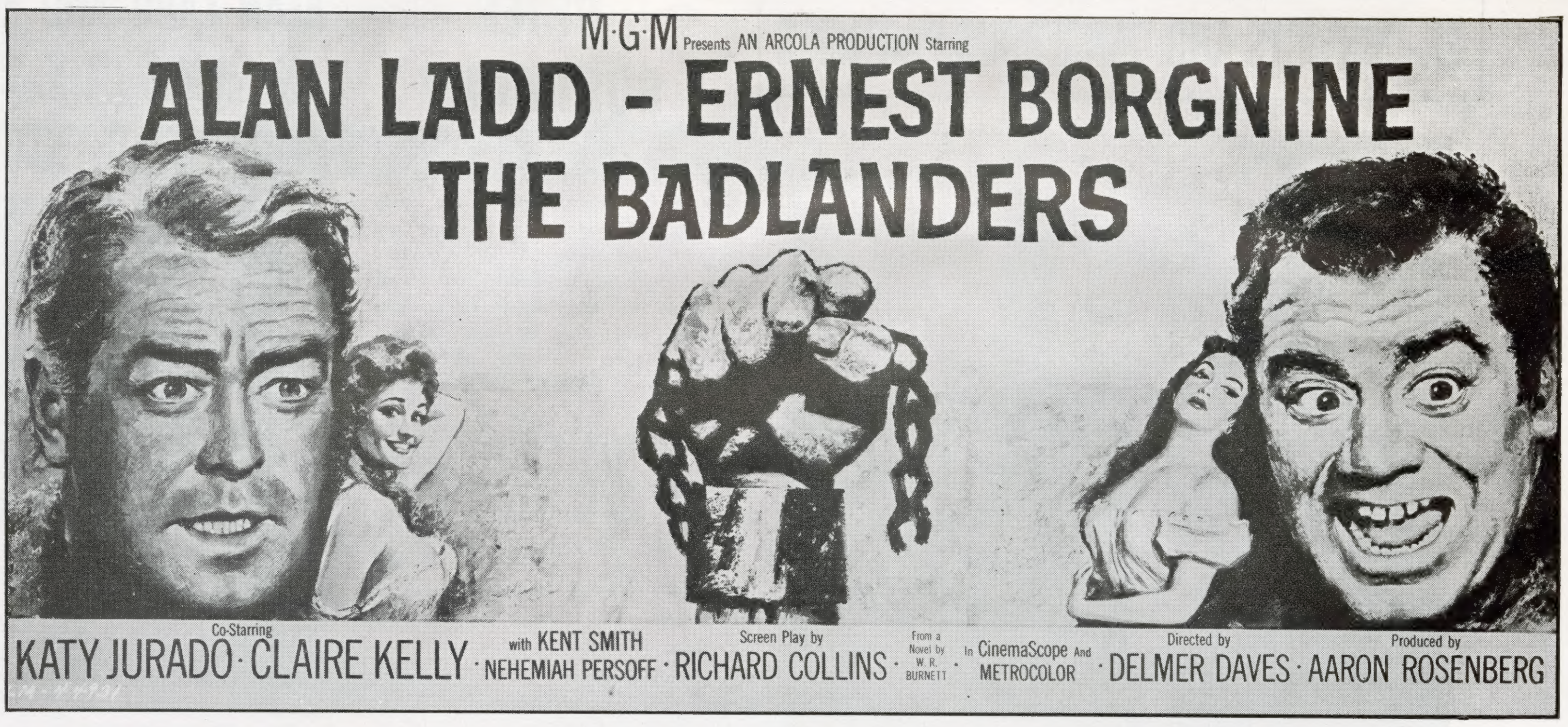


Above: a sock 24-Sheet that peps up marquee and lobby as a cut-out

Ad No. 5006—5 Cols. x 8½" (600 Lines)

EX-CONVICTS AND DANGEROUS PARTNERS

Alan Ladd and Ernest Borgnine portray ex-convicts and dangerous partners who plot to rob a gold mine in "The Badlanders." The action-filled MGM drama of the early West also features a double romance, involving Katy Jurado and Claire Kelly.

Still 1732-83 The Badlanders Mat 2-B

ROMANTIC TEAM IN "THE BADLANDERS"

Alan Ladd woos and wins beautiful red-head, Claire Kelly, in "The Badlanders," MGM's fighting drama of early days in the Arizona Territory. The big-scale CinemaScope and color film also stars Ernest Borgnine, with Katy Jurado.

Still 1732-15 The Badlanders Mat 2-A

PLAYS DESPERADO

Alan Ladd plays a desperado with a prison record in "The Badlanders," new MGM action-drama of adventure in the Arizona Territory of the early West. The picture also stars Ernest Borgnine, with Katy Jurado and Claire Kelly.

Still 1732-83 The Badlanders Mat 1-A

ADVENTURE STAR

Ernest Borgnine, as the revenge-seeking adventurer who teams up with Alan Ladd in MGM's "The Badlanders," action-filled story of a colorful era in the early days of the Arizona Territory. Katy Jurado and Claire Kelly co-star.

Still 1732-131 The Badlanders Mat 1-B

BRIEF SUMMARY

"The Badlanders" is an action-loaded outdoor drama of the Early West, filmed in CinemaScope and color, and telling the story of two men who meet as fellow inmates of the territorial prison in Yuma, Arizona, and who, on their release, join forces in a daring plot to rob a mine of $200,000 worth of gold ore.

Alan Ladd and Ernest Borgnine portray the partners in adventure, with the drama's romantic interludes featuring Katy Jurado and MGM's new beauty, Claire Kelly. An Arcola Production for MGM release, the picture was filmed on location in Arizona at the Tennessee Mine in Kingman, the famed Yuma Prison and the colorful Mexican settlement in Tucson.

"The Badlanders" was directed by Delmer Daves from a screen play by Richard Collins based on a novel by W. R. Burnett, with Aaron Rosenberg the producer.

CAST

Peter Van Hoek	Alan Ladd
John McBain	Ernest Borgnine
Anita	Katy Jurado
Ada Winton	Claire Kelly
Cyril Lounsberry	Kent Smith
Vincente	Nehemiah Persoff
Sample	Robert Emhardt
Comanche	Anthony Caruso
Leslie	Adam Williams
Warden	Ford Rainey
Lee	John Day

Directed by Delmer Daves. Produced by Aaron Rosenberg. Screen Play by Richard Collins. From a novel by W. R. Burnett. In CinemaScope and Metrocolor. An Arcola Pictures Corp. film, released by Metro-Goldwyn-Mayer.

SYNOPSIS

(Not for Publication) . . . Peter Van Hoek (ALAN LADD), known as The Dutchman, and John McBain (ERNEST BORGNINE) first meet in chains in the territorial prison in Yuma, Arizona. Released simultaneously, they meet again in Prescott. The Dutchman has conceived a scheme to rob the Lisbon mine nearby, and hires McBain as his gunslinger. Cyril Lounsberry (KENT SMITH), whose wife owns the mine, is contacted by The Dutchman and offered $200,000 worth of gold ore for $100,000 cash. He agrees to the deal but formulates a plan to double-cross The Dutchman and take off to Europe with beautiful Ada Winton (CLAIRE KELLY). Meanwhile, McBain rescues an attractive Mexican girl, Anita (KATY JURADO), from three thugs and falls in love with her. The Dutchman, McBain and Vincente (NEHEMIAH PERSOFF), a Mexican engaged to handle their explosives, enter the mine and head directly to the rich vein previously discovered by The Dutchman. All three escape with their loaded bags of ore and deliver them to Lounsberry. When the Dutchman is covered by a henchman of Lounsberry, McBain kills him and is himself wounded. After helping McBain to Anita's home, The Dutchman prepares to leave town with his share of the gold but is delayed by the crowds starting the annual Cinco de Mayo celebration. Lounsberry and his gunslingers arrive and open fire just as The Dutchman is joined by the injured McBain. Seeing their plight, Anita lowers the French flag, signal for the start of the sham battle, in which the Mexicans re-enact their victory over the French. As the two "armies" rush through the streets, The Dutchman and McBain escape. Leaving McBain, The Dutchman keeps his promise to the marshal to be out of town before sundown. He has his gold and awaiting him in the coach is Ada.

ALAN LADD AND ERNEST BORGNINE TEAM IN MGM'S "THE BADLANDERS," ACTION-LOADED ADVENTURE TALE OF OLD WEST

"The Badlanders" is a drama of the Arizona Territory, taking place at the turn of the century during one of the most colorful and violent eras of frontier history.

Starring Alan Ladd and Ernest Borgnine, with the Mexican actress Katy Jurado and MGM's new sexpot, Claire Kelly, in co-starring roles, this slam-bang attraction is replete with action, panoramic backgrounds of Arizona, and two love stories.

In his first picture for MGM under the Arcola Productions banner, Producer Aaron Rosenberg joined forces with screen writer Richard Collins and Director Delmer Daves ("Broken Lance," "3:10 to Yuma") to give the screen a towering attraction. It is a movie which never lets up in its dramatic punch, from its opening sequence of a fight between Ladd and Borgnine as manacled convicts, to its climactic gun battle which takes place amid a sham "war" in which Mexicans in the Arizona Territory re-enact their victory over the French in the annual Cinco de Mayo celebration.

The story concerns two disparate characters, the ex-mining engineer known as The Dutchman (Ladd), and the burly, illiterate McBain (Borgnine), who first meet as fellow inmates of the territorial prison in Yuma, and who on their release strike up a partnership in a plot to rob the Lisbon Mine in nearby Prescott of $200,000 worth of gold ore. Lounsberry (Kent Smith), shady husband of the territory's wealthiest woman, is the man they have contacted to buy the gold ore for $100,000 cash. But after they have escaped death in a cave-in while digging out the rich gold deposit from an abandoned shaft, Lounsberry tries to double-cross them. The Dutchman and his side-kick come out the winners in the conflict that follows, and in the course of their adventures each also wins the girl he wants.

The characterizations of these girls are also as disparate as those of the film's male leads, with Claire Kelly playing Ada, a luscious and flirtatious beauty who joins up with The Dutchman, and Katy Jurado playing the down-and-out Mexican girl, Anita, who gives her devotion to McBain, the first man who has ever respected her.

One of Hollywood's biggest location troupes, comprising more than 100 actors and technicians, was assembled to film "The Badlanders" in CinemaScope and Metrocolor at such Arizona locations as the Tennessee Mine in Kingman, formerly one of the country's greatest gold-producers; the historic and colorful Mexican settlement in Tucson; and the famed Yuma Prison, erected in the Civil War period and now a State Memorial.

"Stretch" Sound Stage

MGM "stretched" its tallest sound stage to erect a unique mine set for "The Badlanders."

The mine shaft rose eighty feet from the floor on the studio's Stage Six. To extend it another 20 feet, a portion of flooring was removed and the shaft built down into the stage basement amid steel supports for the building.

When Alan Ladd and Ernest Borgnine filmed the mine scenes at the lowest level, it marked the first time any actor had worked at MGM beneath the stage floor.

HISTORIC GOLD MINES REACTIVATED FOR FILM

Two historic gold mines of the Old West received an unexpected reactivation when they were used as settings for MGM's "The Badlanders," on location near Kingman, Arizona.

They are the adjoining Elk Hart and Schulhill Mines, opened in the 1860's, shortly after discovery of gold in the area, and closed in 1900, when their rich veins ran out. The mines, together with others in this region, produced 28 millions of dollars worth of ore during their colorful history, despite a four-year period of inactivity when Indian warfare caused the miners to leave for safer locales.

Director Delmer Daves and Producer Aaron Rosenberg found the perfect "technical advisor" for their gold mines scenes, involving stars Alan Ladd and Ernest Borgnine. He is 77-year-old Wilford Babcock, who, when he was nineteen, mined the last load of ore to be taken out of the Elk Hart.

At some expense, MGM hauled to the studio a couple of trunkfuls of real gold ore from the gold mines at Kingman, Arizona, where "The Badlanders," starring Alan Ladd and Ernest Borgnine, was filmed on location. But for interior scenes made at the studio, the prop department had to spray the ore with gold tinsel in order to make it look "real"!

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

YOU'VE NEVER SEEN A FIGHT LIKE THIS ONE!

Director Delmer Daves knew what he was doing when he kept the Alan Ladd-Ernest Borgnine fight—in chains, in and out of a rushing river—for his last scene in MGM's "The Badlanders."

Both stars wound up with bruised ankles and limped painfully at the conclusion of the sequence, and each claimed to have swallowed half of MGM's backlot river when dragged under in the unique struggle.

The sequence, in which the two manacled men, as inmates of the territorial prison in Yuma, attack each other, is one of the most unusual and exciting fights ever staged for a motion picture.

Co-starred in "The Badlanders" are the fiery Mexican actress, Katy Jurado, and MGM's new sexpot, Claire Kelly. The adventure drama was filmed on Arizona locations in CinemaScope and color.

GLAMOUR QUEEN

Provocative Claire Kelly, MGM's new glamous find plays the girl in Alan Ladd's life in "The Badlanders," adventure-filled outdoor drama of early days in the West's Arizona Territory. Ernest Borgnine also stars in the action film, with Katy Jurado playing his girl.

Still 1732-12 The Badlanders Mat 1-C

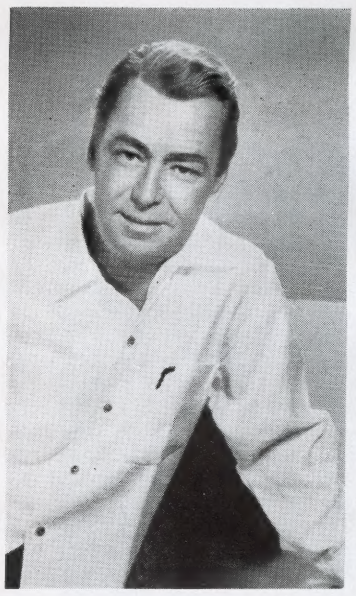
Ad No. 4007—4 Cols. x 7" (396 Lines)

Additional Advertising Catchline for Ads and Lobby:

"THE BIG BRAWLING STORY OF A TOUGH BREED FROM THE BADLANDS!"

Ad No. 209—2 Cols. x 2" (56 Lines)

Ad No. 3007—3 Cols. x 7" (294 Lines)



ALLAN LADD 2720

ALLAN LADD 2722

LUCKY NUMBER MERCHANDISING

Tie-in with toy shop selling cowboy suits, boots, hats, pistol belts and other western items for kids by promoting lucky sales slip shopping days. Offer two free admissions to "The Badlanders" for each holder of a lucky slip. Get window displays of stills, posters etc. in cooperating store. Build window displays around these stills. Good local men's shops.

ERNEST BORGNINE 2712

ERNEST BORGNINE 2713

"THE BADLANDERS" IS TRIGGER FAST

"The Badlanders" is a thrilling, highly exploitable film. Beautifully and spectacularly filmed in CinemaScope and Metrocolor, it captures all the glory, color and excitement of the Early West. The action is trigger-fast, the scenery is breath-taking and the gifted cast, headed by Allan Ladd, Ernest Borgnine and the lovely ladies, Katy Jurado and Claire Kelly. Your patrons will watch the suspenseful action from the edge of their seats. "The Badlanders" is top entertainment! Stress these facts in your local promotion.

REACH WESTERN COMIC BOOK FANS

Make sure western fans know about your picture playdates by contacting local dealers selling western comic books and arranging to have publicity and production stills, posters, etc., displayed with comics at all point-of-sales spots. Here are some of the places where western comic books are usually sold: newsstands, supermarkets, grocery and drug stores, novelty shops, railroad and bus terminals. Include film credits and your credits.

LOOKING SMART WITH JEWELRY

KATY JURADO 2715

KATY JURADO 2718

Glamorous Katy Jurado, who co-stars with Allan Ladd and Ernest Borgnine in "THE BADLANDERS," believes that not only does it pay to make the most of your best qualities, but that it's fun, provided you are genuine about it. Here we see Miss Jurado accentuating her natural loveliness, with the right kind of jewelry. These stills can be displayed separately, or together as a unit, in jewelry stores, department stores or dress shops. Be sure to include film credits and your credits.

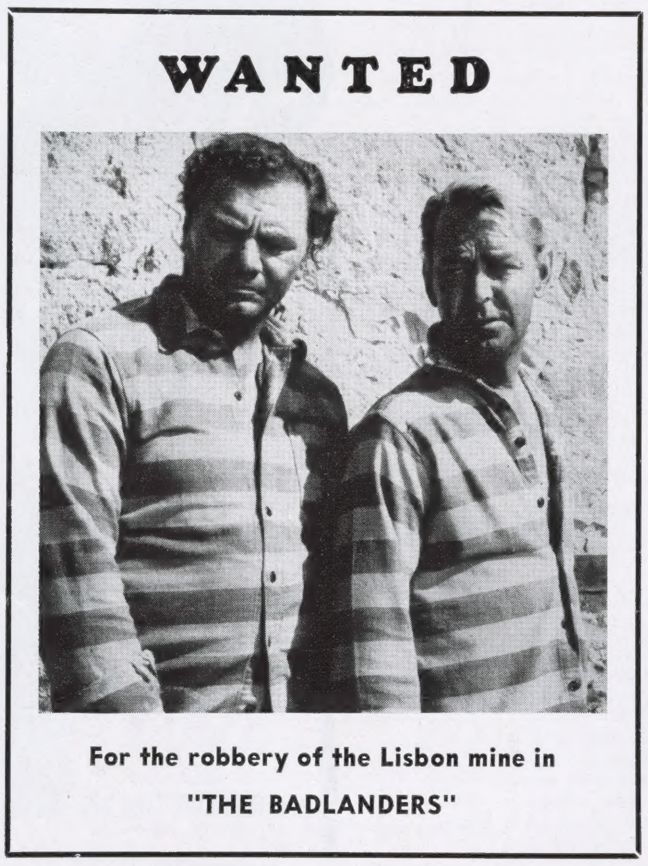
STILL NOS. 2715-2718

PETS

New star and new friends . . . is red-haired Claire Kelly and her pet poodles.

STILL NO. 1732X10 SPOT IN PET SHOP.

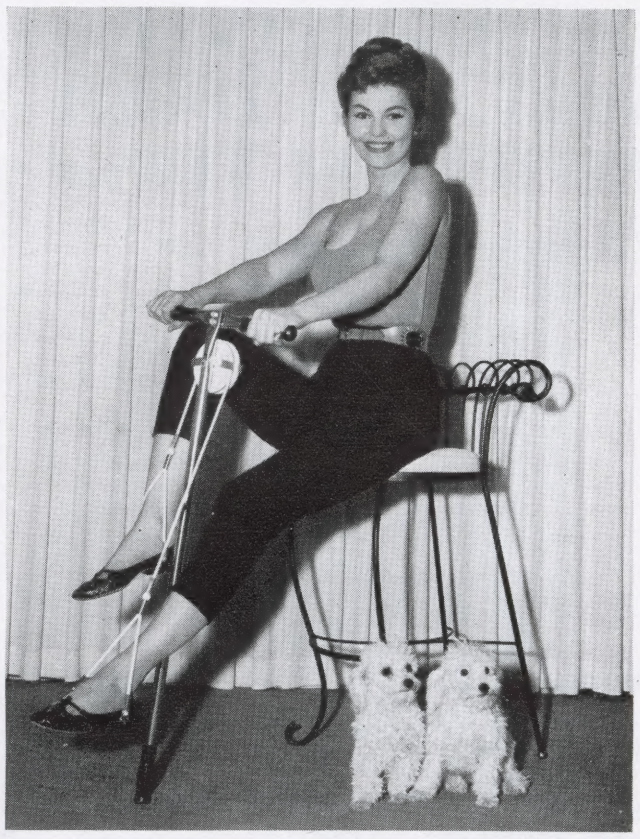
"WANTED" CARDS WILL ATTRACT



Print a quantity of "Wanted" cards, featuring photo of Allan Ladd and Ernest Borgnine and copy shown above. Use them as teasers, or adapt into larger posters for the walls of your lobby.

ORDER STILL 1732-41 FROM NSS.

TRIM AND SLIM

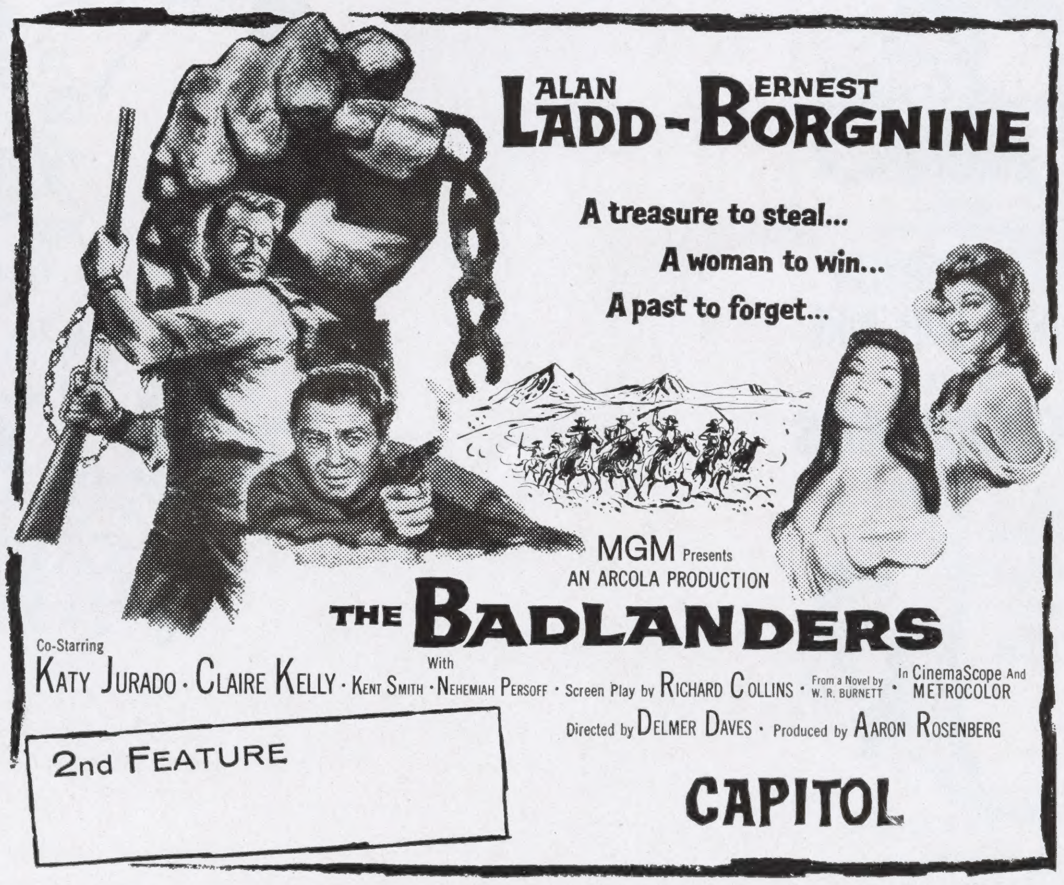


Claire Kelly aims to stay that way with the help of a clever and easy to manipulate device that has all the advantages of a bicycle but is extremely lightweight and requires little space. Worked as shown, it firms and tones leg and thigh muscles. Position may be reversed to exercise arms, chest and shoulders.

STILL NO. 1732X45

Ad No. 4006—4 Cols. x 8¼" (464 Lines)

Ad No. 1011
1 Col. x 5" (70 Lines)



Ad No. 3008—3 Cols. x 4½" (198 Lines)

STRAWS IN THE FASHION WIND

The spirit and shapes blown up from South-of-the-Border. Katy Jurado, knows how chic these Mexican-minded costume accents can be and obliges with a few examples.

They're style winners in any straw vote.

ANCHORS AWEIGH

. . . Pink-and-lavender plaid straw bag with "anchor" fastener teams up with a jaunty matching sailor.

STILL NO. 2687

CYCLER'S DELIGHT

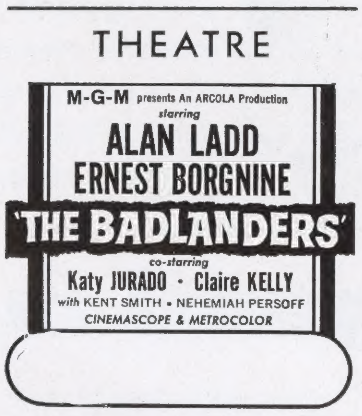
. . . A pair of bicycling figures add a whimsical touch to this giant bag overlaid with a colorful pattern of woven leaves and flowers.

STILL NO. 2688

THE FACE IS THE THING

. . . on this voluminous straw bag. Eyes, lips, a lock of hair and earrings are cleverly woven onto a sun-yellow design with woven red handle.

STILL NO. 2690



Ad No. L-101
1 Col. x 2" (28 Lines)

Ad No. 1010
1 Col. x 7" (98 Lines)

←

The line drawings illustrated here are not available as mats. They may be used as art in constructing line plate ads for use where half-tone results are not of the best.

Ad No. 2008—2 Cols. x 3¾" (104 Lines)

Ad No. 2006—2 Cols. x 9" (250 Lines)

Ad No. 3006—3 Cols. x 9" (375 Lines)

Ad No. L-103
1 Col. x 5" (70 Lines)

TWO-COLOR HERALD (10½ x 16¼ inches)

$5.25 per thousand

(Front Cover)

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Complete with theatre sig. playdates and co-feature etc. on back page as per sample:

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2000	$15.75	4000	$28.75

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(Inside Spread)

Ad No. L-104
1 Col. x 5" (70 Lines)

Ad No. L-301—3 Cols. x 8" (336 Lines)

Ad No. L-203—2 Cols. x 7½" (210 Lines)

Ad No. L-202—2 Cols. x 3¾" (106 Lines)

RADIO ANNOUNCEMENTS

150-Word Live Announcement No. 1

ANNOUNCER: MGM presents—THE BADLANDERS—the story of two strong men—each with a past to forget—a fortune to find—a woman to win—THE BADLANDERS! Alan Ladd and Ernest Borgnine portray the startling roles of two men . . . one an educated engineer . . . the other a burly convict . . . who join forces to get their hands on a treasure in gold. Deadly as enemies—and even more dangerous as partners in crime—they are pitted against each other in a drama of violence and suspense! Katy Jurado of "High Noon" fame, and Claire Kelly, one of Hollywood's newest, most exciting flame-haired beauties share their dangerous adventures—as well as their lust for gold. THE BADLANDERS—a fascinating picture of violent men without mercy . . . reckless women without morals . . . in a wild land without law! See Alan Ladd, in his most exciting role since "Shane," with Academy Award Winner Ernest Borgnine in THE BADLANDERS! Starting..................at..................theatre.

150-Word Live Announcement No. 2

ANNOUNCER: THE BADLANDERS!—The story of violent men without mercy—reckless women without morals—in a wild, wild land without law—THE BADLANDERS! MGM now brings you a strong and vivid picture of deadly adventure written by the whining bullets of old Arizona, in an era when the lust for gold warped and deadened the scruples of even the best of men—or women. THE BADLANDERS!—Two oddly different men who were deadly as enemies . . . but even more dangerous as partners in crime . . . as rivals in love . . . as grabbers for gold. Alan Ladd, in his most intense performance since his memorable one in "Shane," and Academy Award Winner Ernest Borgnine, are the stars . . . and the rivals . . . in this gripping tale of a search for gold and new life. Each had a treasure to steal, a woman to win, a past to forget! MGM's THE BADLANDERS! Starting..................at the..................theatre.

35-Word Live Announcement No. 1

ANNOUNCER: MGM presents—THE BADLANDERS! The story of two strong men—each with a past to forget—a fortune to find—a woman to win! See Alan Ladd and Ernest Borgnine in THE BADLANDERS! Starting..................at..................theatre.

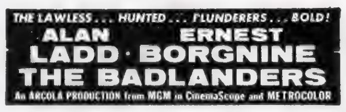
35-Word Live Announcement No. 2

ANNOUNCER: THE BADLANDERS!—The story of violent men without mercy—reckless women without morals—in a wild, wild land without law! See Alan Ladd and Academy Award Winner Ernest Borgnine in MGM's THE BADLANDERS! Starting..................at..................theatre.

COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

Ad No. 114
1 Col. x 1″ (14 Lines)



Ad No. L-102
1 Col. x 3″ (42 Lines)

Ad No. 2010—2 Cols. x 1" (28 Lines)

Ad No. 113
1 Col. x 2″ (28 Lines)

Ad No. L-201—2 Cols. x 2½″ (70 Lines)

Alan Ladd and lovely red-head, Claire Kelly, form the new romantic team of "The Badlanders," MGM's outdoor adventure drama of the early Arizona Territory days. Ernest Borgnine also stars, with Katy Jurado

Mat 1-D

Ad No. 112
1 Col. x 3″ (42 Lines)

Ad No. 2007—2 Cols. x 7" (196 Lines)

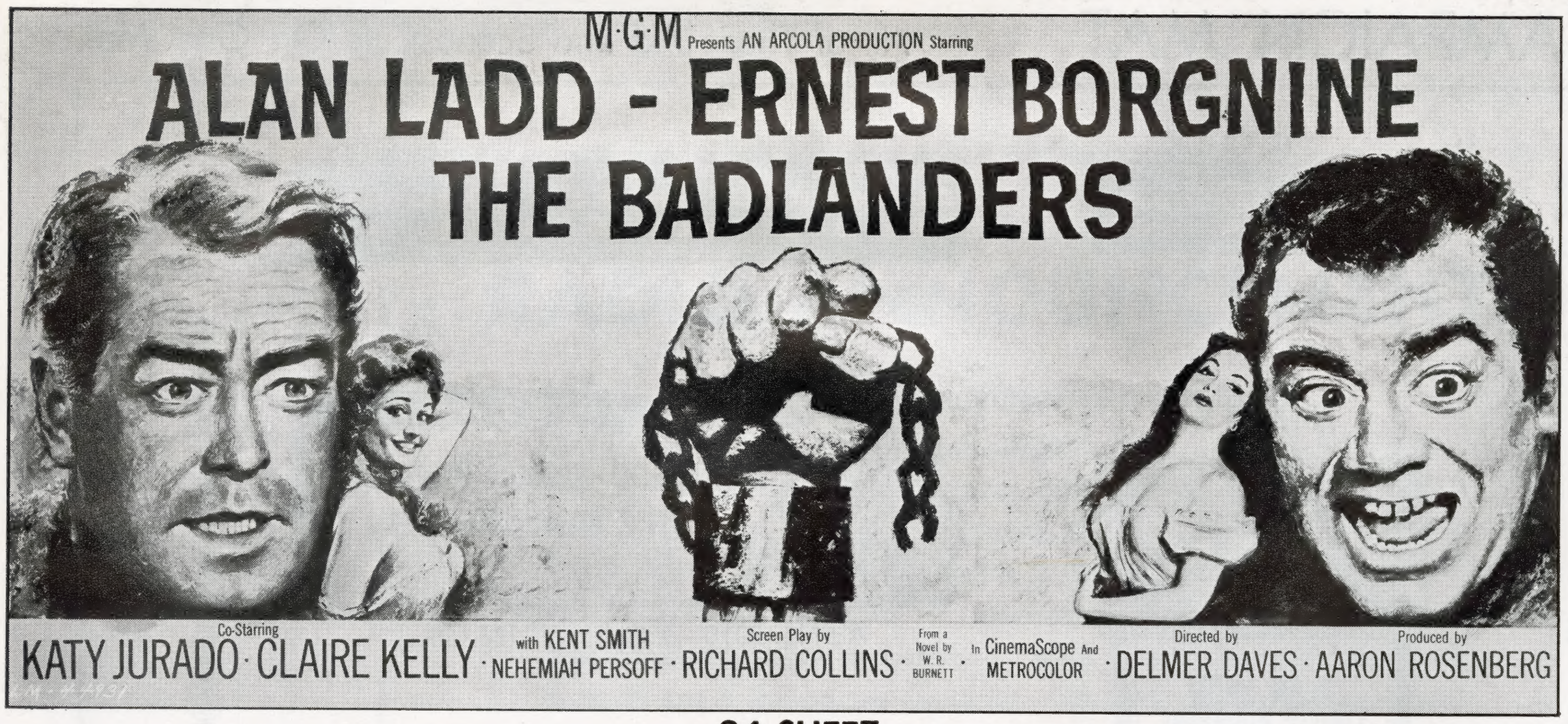
Alan Ladd wishes Ernest Borgnine and Katy Jurado luck and happiness on their new life together in this scene from "The Badlanders," MGM action-drama of adventure in the old Arizona Territory.

Mat 2-C

COMPOSITE AD AND PUBLICITY MAT

SPECIAL MAT NO. 1

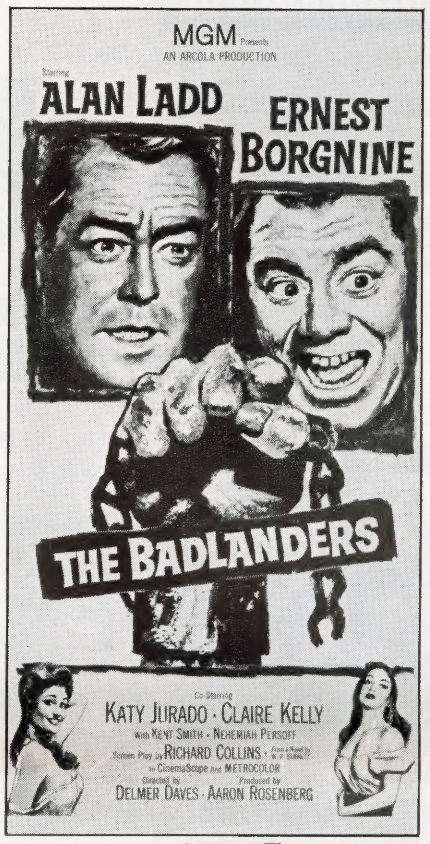
Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE



24 SHEET

ONE SHEET

6 SHEET

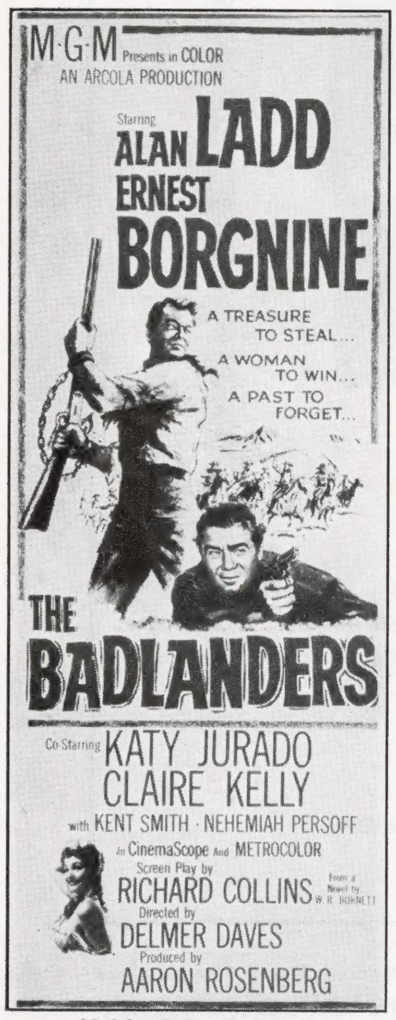


3 SHEET

14 x 22 WINDOW CARD

POSTERS and LOBBY CARDS

ORDER ALL ACCESSORIES FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE.



INSERT CARD

22 x 28 CARD A

11 x 14 LOBBY DISPLAY CARDS

22 x 28 CARDS B

"B" SET SHOWMANSHIP PHOTOGRAPHIC PACKAGE

A practical black-and-white photo selection of material for advertising, exploitation, window tie-ups, lobbies—including a special selection of scene stills from the picture for newspaper and other publicity purposes.

All the stills are 8 x 10. Order in complete sets, or as many individual stills as required—from your local branch of

NATIONAL SCREEN SERVICE

Printed in U.S.A.

A TREASURE TO STEAL...
A WOMAN TO WIN...
A PAST TO FORGET...
Out of the silent dawn they rode . . . the lawless, the hunted, the plunderers, the bold! They were refugees from honor . . . and prison! Their goal was gold, a massive fortune of the precious yellow stuff that would buy them power, rowdy revelry and the embraces of women—for as long as their money lasted! For this they would fight and kill . . . even each other! As big in blazing drama and spectacular action as the mountains and plains of Arizona where it was filmed.
MGM Presents AN ARCOLA PRODUCTION Starring
ALAN LADD
ERNEST BORGNINE
In THE BADLANDERS
In CinemaScope and spectacular COLOR
Litho U.S.A.
Co-Starring KATY JURADO · CLAIRE KELLY
with KENT SMITH NEHEMIAH PERSOFF
Screen Play by RICHARD COLLINS
From a Novel by W. R. BURNETT
In CinemaScope And METROCOLOR
Directed by DELMER DAVES
Produced by AARON ROSENBERG

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3000	-	$22.25
4000	-	$28.75
Each add'l M		6.50

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